

## SUMMARY

### **Section 1. The role of social and technological knowledge in training modern specialists**

**Sergey Knyazev**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: s.t.knyazev@urfu.ru

**Oleg Gusev**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: gusev.rtf@yandex.ru

**Daria Naryshkina**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: dasha-1462@mail.ru

### **Radio-Engineering Education in the Urals and its Role in the Development of Radio-Electronics in the Ural Region and Russia.....17**

The article focuses on the case of the Institute of Radio-Electronics and Information Technology of the Ural Federal University (RTF UrFU) to illustrate the main stages in the development of radio-engineering education in the Urals.

*Key words:* radio-engineering education, radio-electronics, automation, IRIT-RtF.

**Marina Kolesnikova**

North Caucasus Federal University, Stavropol, Russia  
E-mail: kolesnikovam2017@mail.ru

### **History Courses for Technical Majors: The Case of the Russian History Sub-**

#### **Department of the North Caucasus Federal University.....31**

The article analyzes methods of enhancing university students' motivation for studying history as a non-major subject. The article focuses on the case of the Russian History Sub-Department of the North Caucasus Federal University.

*Key words:* history courses, problems of historical education, technical majors, non-majors, North Caucasian Federal university.

**Vladimir Zapariy**

Ural Federal University named after the first President of Russia B.N. Yeltsin,

Yekaterinburg, Russia  
E-mail: vvzap@mail.ru

**The International Committee for the Conservation of Industrial Heritage in Russia: History, Current State and Prospects for Further Development..... 43**

The article analyzes and describes stages in the history of the movement for conservation of industrial heritage in Russian and in the world and points out the role of specific people as well as state, regional and research structures in this process. The article also identifies problems of industrial heritage conservation in Russia and discusses positive cases of industrial and cultural monument conservation in the Ural region and in the country as a whole.

*Key words:* industrial heritage, Russia, The International Committee for the Conservation of Industrial Heritage, Urals.

**Elizaveta Lakhtionova**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: elza1982@yandex.ru

**Ural Federal University as the Center of the Russian Movement for Conservation of Industrial Heritage.....52**

The article analyzes the contribution of the Ural Federal University into the study and conservation of industrial heritage in the Urals and in Russia.

*Key words:* industrial heritage, industrial monuments, Ural.

**Yuri Kiselev**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: ykiselev.loky@gmail.com

**Mikhail Mukhin**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: mikhail.mukhin@urfu.ru

**Sergey Porshnev**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: s.v.porshnev@urfu.ru

**Development of Electronic Thesauri of the Russian Language:  
Problems of Interdisciplinary Cooperation.....59**

The project aimed at the development of electronic thesauri of the Russian language involved interdisciplinary cooperation between experts working in the domains of the humanities and natural sciences. The article discusses the problems that had to be addressed in the course of this project – problems related to formalization of semantic relations between words. As this project revealed, interdisciplinary work often requires negotiated solutions in the field of language data modelling.

*Key words:* electronic thesaurus, dictionary, lexicography, semantics, interdisciplinary interaction, synonyms, antonyms.

**Alexander Kerimov**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: kerimov68@mail.ru

**Political Education as a Factor in Civic Identity Formation.....65**

Formation of civil identity is a key condition of successful national development. Political education can provide a citizen with a better understanding of the problems the country faces in its development and their possible solutions. Moreover, it helps raise awareness of the value of civil identity. Political education may also contribute to the formation of positive civil identity, free from the feeling of historical injustice and from negative memory, which is necessary to ensure a favorable social climate and sustainable social development.

*Key words:* citizen, civil identity, political education, patriotic education, socialization.

**Maxim Moskalenko**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: max.rus.76@mail.ru

**Ivan Yudin**

National Research University "MEI", Moscow, Russia  
E-mail: max.rus.76@mail.ru

**Patriotic Education in University History Courses ..... 72**

This paper deals with issues and potential of patriotic education in university history courses.

*Key words:* patriotic education, history, university education

**Alina Krotova**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: krotovaap@gmail.com

**Interpretation of ‘Corporatism’ and ‘Corporate Culture’ Concepts in  
Research Literatur ..... 78**

The paper discusses the history of the concepts ‘corporatism’ and ‘corporate culture’ and provides an overview of the approaches applied to defining these concepts in international and Russian contemporary research literature.

*Key words:* corporatism, corporate culture, organizational climate, organizational culture, team, organization

**Ekaterina Bubnova**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: bubnova\_k@uniland.ru

**Event Tools and the Formation of Corporate Culture.....87**

The article discusses how an organization's corporate culture can be formed by using event tools. The article outlines the significance of corporate culture, types and functions of corporate events and the factors of their efficient realization.

*Key words:* corporate culture, corporate event, event

**Anastasia Spitsyna**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: akerwill@gmail.com

**Creation and Development of the System of Corporate Education in  
Russia in the**

**Light of International Universities’ Experience ..... 96**

This article considers the concept of corporate education and the key areas of corporate education. The author discusses several basic scenarios of corporate education development in Russia, taking into account the experience of international universities. The main problems of contemporary corporate education are also highlighted.

*Key words:* corporate education, corporate university, management, loyalty, adaptation.

**Maria Akhlyustina**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: Akhlyustina120396@gmail.com

**Emotion-Related Aspects of MICE Tourism ..... 106**

The article analyzes the relationship between human cognitive activity and emotions experienced by the participants of various events, for example, MICE tours (Meetings, Incentives, Conferences and Exhibition). Emotions are used to stimulate productivity in enterprises.

*Key words:* emotions, cognitive activity, events, MICE, motivation.

**Section 2. Industrial development of the region, country, world: technical, technological and historical aspects**

**Yuri Bokarev**

Center for Methodological, Historical and Economic Studies, Institute of Economics,  
Russian Academy of Sciences, Moscow, Russia.

**National institutions of Commodity Circulation in Russia.....113**

The author argues that Russian economy is determined by the dominant institutions of commodity circulation. At the same time, all economic historians use the turnover of stock exchanges and customs statistics to characterize the pre-revolutionary commodity circulation. National forms of commodity circulation are not taken into account by statisticians due to the state of the data sources.

*Key words:* national economy, domestic trade, fairs, bazaars and markets, peddling.

**Elena Bochkareva**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: bochkareva07@mail.ru

**Credit Transactions in Russia: The Case of Rozhdestvenskoye Loan-Saving Partnership ..... 121**

The article discusses the development of credit cooperation in Russia by focusing on the case of Rozhdestvenskoye loan-saving partnership, which was the first successful experience of this kind in the country's history. The article describes the reasons behind the establishment of this partnership and the characteristics of credit cooperation in Russia.

*Key words:* loan-saving partnerships, credit cooperation, Luginin, Rozhdestvenskoye partnership

**Ilya Erobin, Irina Petukhova**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: erobkin-red@mail.ru

**Modernization of Soviet industry in 1960-1980 (based on the experience of the Ural pipe industry).....126**

The article is devoted to one of the aspects of the Soviet modernization project, which developed in the conditions of planned economy and hard pressure of the foreign policy factor. The authors consider one of the aspects of the formation of the industrial potential of the USSR, partly due to the sanctions regime by the Western countries.

*Key words:* modernization, reconstruction, pipe industry, Ural.

**Dmitry Katarin**

Head of the department of excursion work of cultural and educational projects  
"Multimedia Historical Park. Rossiya - Moya Istoriya. Sverdlovsk region",  
Yekaterinburg, Russia  
E-mail: kdn2003@mail.ru

**History of State-Owned Railway Construction: The Case of Lysva Feeder Line of**

**Perm railway in the Urals in 1891-1902.....131**

The article describes railroad modernization in the Russian Empire and in the Urals in the late nineteenth century, in particular construction of Lysva feeder line of Perm railroad in 1891-1902.

*Key words:* modernization, transport, reforms, Lysva, Perm railroad, P.P.Shuvalov.

**Boris Farmanov**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: b.i.farmanov@urfu.ru

**Improvement of the Ferrous Metallurgical Infrastructure of the Urals  
in the 1960s ..... 138**

The article discusses improvements of the infrastructure in the ferrous metallurgical sector, which had been one of the cornerstones of Ural economy since the time of Peter the Great. Modernization of ferrous metallurgical industry was seen as vitally important for the prosperity of national economy as well.

*Key words:* infrastructure, equipment, raw materials, intensification, modernization, scientific and technical progress.

**Alexander Alov**

National Research University "Moscow Institute of Electronic  
Technology", NIU MIET,  
Moscow, Russia  
E-mail: Alovaleksandr40@gmail.com

**Yury Novikov**

National Research University "Moscow Institute of Electronic  
Technology", NIU MIET,  
Moscow, Russia  
E-mail: jury.novikov@mail.ru

**Contemporary Problems of Technological Development in the Light  
of Marxist Theory ..... 145**

This article attempts to rationalize the current trend of Russia's technological development and its social consequences in the light of Marxist theory.

*Key words:* technological revolution, law of changing the labor, technological and social progress.

**Olga Kopylova**

Professional coach, Yekaterinburg, Russia.  
E-mail: targeted.presentation@yandex.ru

**Coaching as a Technology of Effective Management ..... 154**

The article discusses the problems of management processes and demonstrates the relevance and advantages of coaching as a tool for integrating multidirectional management functions.

*Key words:* coaching, management, business coaching

**Evgenia Leonenko**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,

Yekaterinburg, Russia

E-mail: e.g.leonenko@urfu.ru

**Anastasia Gonchar**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,

Yekaterinburg, Russia

E-mail: nastiagonchar@yandex.ru

**Anastasia Pogrebnyakova**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,

Yekaterinburg, Russia

E-mail: pogrebnyakstasy@gmail.com

**Ilya Kashin**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,

Yekaterinburg, Russia

E-mail: i.v.kashin@urfu.ru

**Organization of Charity Events (the Case of Volunteer Unit  
'Prometheus').....161**

This article discusses the practical experience of planning, organization and conducting a charity event involving volunteers. The key aspect of such events is the preliminary training of volunteers. The quality of training that the volunteers receive to a great extent determines the event's future success or failure.

*Key words:* charity event, volunteer movement.

**Valeria Osievskaya**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,

Yekaterinburg, Russia

E-mail: lera-efremova-1996@mail.ru

**Festival as a Branding Method.....167**

This article analyzes organization of festivals as a way to promote products, services and social projects. It also investigates the usage of festivals for promoting brands of regions. The analysis focuses on the case of 'Ural Music Night' festival and its efficiency.

*Key words:* festival, branding, product promotion, service promotion, branding of a region

**Valeria Pashukhina**



Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: valeria.lera1998@gmail.com

**Yana Dekhanova**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: yana231-2008@yandex.ru

**Ekaterina Kargapolova**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: ekaterina.skh@yandex.ru

**Event Management Industry in Russia.....172**

The article describes the development of event management industry in Russia, outlines its main characteristics and role in national economy and considers prospects for its further development.

*Key words:* event management, event organization

**Julia Tarasova**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: tarasovayuliand@icloud.com

**Event Management as a Research Problem.....177**

The article demonstrates the relevance of event management as a research problem and as a part of marketing communications system. The key stages of event designing and promotion are described.

*Key words:* event management, event marketing, event service

**Olga Fadeeva**

Ural Federal University named after the first President of Russia B.N.  
Yeltsin,  
Yekaterinburg, Russia  
E-mail: olga\_firsova@bk.ru

**City Branding as a Promotion Tool (the Case of Rezh).....185**

The article investigates the case of the Ural city of Rezh and provides guidelines for creating the unique identity of the city's brand and promoting it. The study also discusses the results of the awareness and opinion survey conducted among residents of Rezh.

*Key words:* corporatism, corporate culture, corporate culture, organization, branding, municipality

### **Section 3. Historical and anthropological dimension of industrial development**

**Viktor Lebedev**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: lebedev\_viktor54@mail.ru

#### **Anthropogeographic Context of the Neolithic Revolution.....192**

The research follows the principles of the anthropogeographic school and discusses the genesis of man-nature interaction in the early history of mankind. It focuses on the early periods of human history when multiple diverse communities existed in mutual isolation (as microstructures) and when crucial breakthrough – transition to agriculture and domestication of animals – occurred in the Middle East. The research aims at justifying the thesis that diffusion of these technological advances and natural-geographical factors engendered the emergence of a new type of organizing the world – macrostructure of the world.

*Key words:* environment; natural landscape; Neolithic; Neolithic revolution; agriculture; domestication.

**Dmitry Vaskov**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: dvaskov@mail.ru

#### **Russian Expeditions to the Salt Lake of Yamysh in the Seventeenth Century..... 201**

The article discusses the history of salt mining in Western Siberia in the seventeenth century, in particular the number and background of participants of annual expeditions to salt lake Yamysh. These expeditions usually involved representatives of almost all towns of Tobolsk region. The number of participants on average accounted for about 20 % of all ‘men of service’ in Western Siberia.

*Key words:* Western Siberia, seventeenth century, Yamysh Lake, salt mining, ‘men of service’, nomads.

**Eleonora Melnik**

Ural Federal University named after the first President of Russia B.N. Yeltsin,

Yekaterinburg, Russia  
E-mail: e.v.melnik@urfu.ru

**'Savage Peoples' Lack of Progressive Laws Turns them into Slaves to Superstition':**

**the History of Russian Peoples under the Scrutiny  
of French 'ethnographers' ..... 210**

Ethnography's initial stage of development coincided with the Enlightenment period in Europe. A widely spread concept was that of the 'noble savage', who followed the laws of nature and who was expected to evolve into a cultivated modern man living according to the laws of society. The vast ethnographic material was used to develop the theory of progressive development of specific peoples. In France, ethnographic studies dating back to the early nineteenth century had a great impact on many contemporary schools of thought in the field of cultural anthropology and the whole domain of the humanities and social sciences.

*Key words:* Enlightenment, eighteenth century, Russia, history of peoples, ethnography

**Alexander Barmin**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: allo-barmin@mail.ru

**Activities of the Mining Administration in the Urals in the 1890s.....219**

The article analyzes activities of the central and local mining administration in the Urals in the 1880s. The connection of the structural changes of the mining administration with the expansion of its tasks, the processing of regulatory support of activities in the mining industry, the selection of district engineers and the adjustment of their duties in the modernization of the metallurgical industry.

*Key words:* mining industry, mining administration, Mining Department, Urals.

**Sergey Nefedov**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: s.a.nefedov@urfu.ru

**Debate about the Causes of the Russian Revolution in Modern Historiography.....226**

Was the Russian Revolution a result of accidental and contingent factors or was it determined by the tremendous economic strains the country was experiencing at the time? The traditional answer to this question is that the revolution was caused by the low living standards, poverty and repeated hunger strikes. The scarcity of the peasant land and the general poverty were described by the greatest economists of the pre-revolutionary period. But in the 1970s, in the 'Cold War' climate, an 'optimistic' school appeared in the United States, whose representatives argued that the standard of living in Russia had been improving and that the revolution was an accident. The article reviews the debate between the 'optimistic' and 'pessimistic' schools.

*Key words:* Russian Revolution, consumption, 'optimistic' school, 'pessimistic' school.

**Olga Porshneva**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: o.s.porshneva@urfu.ru

# **'New Man' as a Phenomenon of the Soviet Industrial Project in the 1920s and early**

**1930s.....232**

The article analyzes the phenomenon of the Bolshevik social engineering project aimed at creating the 'New Man' in the early Soviet period. The basic factors of the formation and evolution of the 'New Man' ideal, the stages and essential features of the Bolshevik project are characterized. The formation of the 'New Man' is considered as an element of the Soviet modernization program of the 1920s and 1930s

*Key words:* 'New Man', social engineering, Soviet modernization, early Soviet society

**Anastasia Tantsevova**

Russian University of Transport (RTH, MIIT), Moscow, Russia  
E-mail: tantsevova@mail.ru

# **'The New Trivia Quiz Game for "Ogonek" Readers - "Industriana"**

**A Game About the First Five-Year Plan.....241**

The article uses materials of the Soviet magazine 'Ogonek' to discuss various forms and methods of Soviet propaganda covering the first industrialization period. The trivia quiz game 'Industriana' was a part of the propaganda and press coverage of Soviet modernization. The article analyzes topics and visual elements of the game, which were changed depending on the current political agenda. Thus, this game was one of the tools that allowed the government to maximize the efficiency of its propagandist campaigns, to raise

the audience's awareness of the on-going activities and its motivation for participation in these activities.

*Key words:* industrial propaganda, cult of labour, industrialization, Soviet modernization, 'Ogonek', 'Industriana', quiz game

**Olga Semerikova**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: olgasemerikova8@yandex.ru

**Trajectories of Agricultural Communes in the Urals in the 1917–1920s.....251**

Based on archival materials, this article discusses different trajectories of development of communes in the Urals. It was found that a significant part of the communes changed the original charter form or was eliminated for various reasons. Maintaining the status of a commune depended primarily on the stance taken by its leaders and the degree of the leaders' influence on the internal atmosphere in the commune. The authorities also played an important role, who provided support and counselling and demonstrated willingness to preserve the original organizational form of the communes and thus contributed to the popularity of the 'commune' concept among the peasantry.

*Key words:* agricultural labor commune, communist project, early Soviet society, Ural region.

**Dmitry Shunyakov**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: konigsberg039@mail.ru

**Orders Established in Honor of Famous Commanders During the Great Patriotic War (1941-1945).....261**

The article discusses and analyzes the reasons for establishment of orders to award military officers during the Great Patriotic War.

*Key words:* USSR; Great Patriotic War; Red Army; award system; orders.

**Andrew Trofimov**

Ural State University of Economics, Yekaterinburg, Russia  
E-mail: 2519612@rambler.ru

**Corruption in the Soviet Union: political and economic aspects.....267**

The article considers theoretical approaches to the study of corruption in the Soviet Union. As a result, two main approaches are highlighted in historiography. These approaches are applied to assess the scale of corruption, describe corruption in the socio-economic sphere and its manifestations in different periods of Soviet history and to estimate the effectiveness of state counter-measures against corruption.

*Key words:* corruption, Soviet Union, historiography.

**Sergey Rybakov**

Ural Federal University named after the first President of Russia B.N. Yeltsin,

Yekaterinburg, Russia

E-mail: istoric-ek@mail.ru

**Industrial Resources of the Middle Urals as a Major Regional Development Driver: Historical Aspect.....273**

The article analyzes the role of industrial resources in the Middle Urals in its social development. The particular focus is made on the influence of industrialization on the region's socio-demographic characteristics, for example, the growth of cities, improving their cultural environment, improving the level of education and business qualifications of the urban population.

*Key words:* Middle Urals, industrialization, industrial resources, social development, cultural and educational level of urban population

**Arkady Yezhov**

Museum and Exhibition Center of PJSC VSMPO-AVISMA Corporation, Verkhnyaya Salda

E-mail: ezhov@vsmpo.ru

**Vladimir Pryadein**

Branch of Ural Federal University in Verkhnyaya Salda

E-mail: pryadeinv@bk.ru

**Improvement of Employee Performance in Verkhnyaya Salda Metallurgical**

**Complex (mid-1950s - the turn of the 1980s-1990s.).....288**

This study discusses the socialist competition and movement of rationalizers and investors in Verkhnyaya Salda Metallurgical Complex (VSMC), which was one of the leading enterprises of Soviet titanium industry. The authors propose their own periodization of the history of socialist competition and evaluate the role of this movement in the development of Soviet

and post-Soviet society. The tables provided illustrate the dynamics of employee performance at VSMC.

*Key words:* titanium industry, industrial activity, socialist competition, movement of rationalizers and inventors, labor competition.

**Abdulkader Dahhan**

Ural Federal University named after the first President of Russia B.N. Yeltsin,  
Yekaterinburg, Russia  
E-mail: Abdulkader-dahhan@hotmail.com

**Brand Loyalty as a Phenomenon of Customer Behavior: Theoretical Aspect.....297**

Brand loyalty is considered vitally important for a company's management and companies strive hard to achieve it. This article provides an overview of academic literature on brand loyalty and highlights the main theoretical approaches to it.

*Key words:* brand loyalty, behavioral loyalty, attitudinal loyalty.